

Morro Bay,
California USA

Where the Summer Sun
Spends the Winter . . .



The City of Morro Bay
invites your application
for
TOURISM MANAGER



About The City



The City of Morro Bay (population approx. 10,000) is located on California's picturesque Central Coast, halfway between Los Angeles and San Francisco, in San Luis Obispo County. The City's spectacular setting includes the magnificent Morro Rock at the harbor entrance, rolling breakers in the outer bay, a sandspit and quiet inner bay. The City is blessed with a temperate year-round marine climate that offers residents the peaceful tranquility of a coastal fishing village within close proximity to metropolitan areas. A tourist destination, the City receives visitors annually from all over the world, who are drawn to its natural beauty, slow pace, and quaint atmosphere. Close to Hearst Castle and the Big Sur Coastline, residents and visitors alike enjoy the outdoor activities of kayaking, surfing, hiking, sailing, fishing and bird watching. There are over 200 species of birds in the estuary, making Morro Bay one of the most important waterfowl habitats on the Pacific Coast.

Morro Bay hosts many annual community events, including the Winter Bird Festival, Cruisin' Morro Bay Classic Car Show, 4th of July Celebration, Art in the Park, Harbor Festival, Avocado Margarita Festival and the Lighted Boat Parade, and is home to many restaurants, parks, and a beautiful golf course.

Morro Bay is part of the San Luis Coast Unified School District, and its schools are considered top performing. Cal Poly State University, San Luis Obispo, one of the state's finest universities, is located nearby, and provides highly-acclaimed educational and cultural resources to members of nearby communities.

Tourism and commercial fishing contribute significantly to the local economy. The median cost of housing in Morro Bay and the surrounding area is approximately \$500,000. There is no requirement to live within the City limits.

The City Government

The City of Morro Bay is a general law city, incorporated in 1964, with a City Council/City Manager form of government. The City has a Mayor and City Councilmembers, elected at large, that enjoy a positive and effective working relationship with each other and City staff. Morro Bay is a full-service City with an annual budget of over \$30 million, a staff of 97 employees, organized in the following departments: Deputy City Manager (Economic Development, Communications, Recreation Services, and Information Technology), Administrative Services (Finance, Human Resources,), City Attorney (contracted), Fire, Harbor, Police, Public Works (Engineering, Consolidated Maintenance, Capital Projects, Water, Wastewater Collection and Treatment), and Community Development. The City has a total budget of \$30 million with just over \$10 million allocated to the General Fund. The City since 2010 has operated a Tourism Business Improvement District that collects approximately \$781,000 annually to be used for tourism marketing and operations. This revenue amount adjusts with increases in tourism related to overnight hotel stays.



The Position of Tourism Manager

The Tourism Manager serves under the City's Deputy City Manager. This position is an integral part of the City's economic development team and will supervise and organize a tourism division responsible for a significant portion of the local economy. Synergy of the City's tourism efforts with other economic development initiatives and plans is crucial.

A priority for the new Tourism Manager will be to continue to enhance partnership and communication with local hoteliers as well as other businesses and organizations that make the destination of Morro Bay what it is.

The new Tourism Manager will be comfortable working as a hands-on manager, providing direct oversight to a cohesive team of competent and committed professionals. The Tourism Manager will be someone who:

- Has broad experience in tourism operations and marketing, whether at a City-run tourism unit or at a destination marketing organization or other related entity.
- Believes in open government and civic engagement, welcomes input, connects with the community and is effective as a consensus builder among many constituencies.
- Seeks innovative and creative ways to enhance the destination that is Morro Bay.
- Models behaviors expected throughout the City organization including initiative, commitment to high quality work, and enthusiasm for public service and tourism promotion.
- Uses tact and diplomacy in conveying opinions and recommendations, and can be relied upon to give his/her best professional recommendation.
- Has a strong customer service orientation and is passionate about instilling this as a core value throughout the organization.
- Is able to assess community needs and to elicit and effectively process community and stakeholder feedback.

Compensation and Benefits

- Salary: \$64,977 - \$78,982
- Retirement: PERS 2% @ 60; average of highest 36 months, if defined as a classic member by CalPERS, sick leave credit; or PEPRA formula of 2% @ 62, if defined as a new member by CalPERS-contact City for more information
- Health Benefits: PERS medical insurance plus vision and dental. Long Term Disability paid by City. Life Insurance paid by City = \$50,000
- City does not pay into social security

Note: The City is supportive of a consultant services relationship for this position that may modify some compensation and/or benefits. This could mean a removal of health insurance in exchange for a monetary incentive package based on Transient Occupancy Tax collection increases. Should an applicant be interested in a contractual relationship, this discussion is welcomed during the hiring process.

How to Apply:

If you are interested in pursuing this exciting career opportunity, please forward a letter of interest, resume, and completed job application to:

City of Morro Bay
Attention: Laurie Goforth, Human Resources
595 Harbor Street
Morro Bay, CA 93442

Final Filing date: **Monday, April 18, 2016**

Should you have questions, please contact Sam Taylor by e-mail at staylor@morrobayca.gov, or visit the City's website at <http://www.morrobayca.gov/>.